

# Data sharing for charter school marketing

## Purpose

This document outlines some options that Utah State Board of Education (USBE) staff have identified for addressing the issue of charter schools—primarily early-college high school charter schools—seeking contact information for families so they can send marketing materials to advertise their schools and programs.

## Issue

Historically, these charter schools have sought family contact information from school districts, and the school districts provided the information. However, in recent years, school districts regularly decline to share the data. This makes it difficult for the charter schools to advertise their programs.

## Options

Below USBE staff have identified four options to address this issue.

### Option 1 (current): Charter schools collect information directly from other local education agencies (LEAs)

**Summary:** Charter schools request family contact information from other LEAs. LEAs remove names of students who have opted out of such data sharing, then send the data to the charter school.

**Requires a change to Board rule or statute:** No.

#### Pros

- Allows LEAs to honor parent requests to opt out of sharing directory information
- Allows LEAs to honor nuances in directory information uses (*e.g., specifying that directory information*

#### Cons

- Burden on LEAs; potentially receiving requests from dozens of charter schools
- Burden on requesting charter school; must contact multiple LEAs

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*will only be used for specific purposes, decline to provide data elements that they have not designated as directory information)*

- Allows LEAs to continue choosing what information they designate as directory information

- LEAs may choose not share the data because they are not required to
- **COSTS:** None

## Option 2: USBE provides information to charters

**Summary:** Charter schools would request family contact information from USBE. USBE would remove the information for students that had opted out sharing directory information and would provide the information of the remaining families to the requesting charter school.

Currently, USBE does not know which students have opted out of sharing directory information, so this option would require USBE to begin collecting information from LEAs about which students have opted out of sharing directory information. It would also require USBE to mandate that all LEAs designate certain information as directory information.

**Requires a change to Board rule or statute:** Yes. A Board rule change would be required to indicate that LEAs must report an additional data element (directory information opt out indicator) to USBE. Additionally, a change to Board rule would be required to mandate that all LEAs designate certain information (name and address) as directory information.

### Pros

- Reduces burden on requesting charter schools; a single request would provide all the info they need
- Request would be guaranteed to be fulfilled

### Cons

- Potential concern from parent community
- Prevents LEAs from acquiring more granular parent consent (*e.g., indicating that they do want their student's information in the yearbook, but not on the class website*)
- Requires USBE to collect new data element (directory information opt out indicator) from LEAs
- Requires all LEAs to designate family contact information as directory

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information

- **COSTS:** UTREx development; SIS development for each LEA

### Option 3: Parent consent, likely via LEA registration process

**Summary:** In the registration process, parents would indicate whether they consent to receiving marketing materials from charter schools. This indicator would be sent to USBE via UTREx or USIMS. Upon request from a charter school, USBE would send the contact information from families that had consented to the data sharing.

**Requires a change to Board rule or statute:** Yes. A Board rule change would be required to indicate that LEAs must report an additional data element (opt in indicator) to USBE.

Pros	Cons
<ul style="list-style-type: none"><li>● Provides parents choice and clarity on what they are agreeing to</li><li>● Allows LEAs to acquire more granular parent consent (e.g., indicating that they do want their student's information in the yearbook, but not on the class website)</li><li>● Allows LEAs to continue choosing what information they designate as directory information</li></ul>	<ul style="list-style-type: none"><li>● Requires USBE to collect new data element (opt in indicator) from LEAs</li><li>● Adds additional length and complexity to LEA registration process</li><li>● Disruptive to LEA current registration processes</li><li>● <b>COSTS:</b> UTREx or USIMS development; SIS development for each LEA</li></ul>

### Option 4: Massachusetts model

**Summary:** All LEAs would annually provide family contact information to a third-party mail house. When a charter school wants to send out materials, they would contact the mail house, who sends the materials on their behalf. The mail house would be paid by each LEA that chooses to send out materials.

**Requires a change to Board rule or statute:** Yes. A Board rule change would be required to mandate LEAs report directory information annually to the mail house.

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## Pros

- Reduces burden on requesting charter schools; a single request would provide all the info they need
- Request would be guaranteed to be fulfilled
- Prevents the actual transfer of student data between LEAs
- Allows LEAs to honor parent requests to opt out of sharing directory information
- Allows LEAs to honor nuances in directory information uses (e.g., specifying that directory information will only be used for specific purposes, decline to provide data elements that they have not designated as directory information)
- Allows LEAs to continue choosing what information they designate as directory information

## Cons

- Data is in possession of a third-party
- Adds a burden to LEAs to provide student data to mail house each year
- Requires USBE to contract with a third-party mail house
- **COSTS:** None (probably)

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